

What is claimed is:

1. A health food product comprising cholic acid.
2. The health food product of claim 1 wherein at least one member selected from isoflavones and isoflavone glycosides is comprised.
3. The health food product of claim 2 wherein the isoflavones are soybean isoflavones and the isoflavone glycosides are soybean isoflavone glycosides.
4. The health food product according to any of claims 1 to 3 wherein a vitamin is admixed.
5. The health food product according to any of claims 1 to 4 wherein at least one member selected from crude drugs is admixed.
6. The health food product according to any of claims 1 to 5 wherein the crude drug is one or more members selected from the group consisting of Ginseng (Panax Ginseng or Ginseng Radix), Codonopsis Radix, Psuodostellariae Radix, American Ginseng, Astragali Radix, Atractylodis Rhizoma, Dioscoreae Rhizoma, Glycyrrhiza (Glycyrrhizae Radix), Jujube Fruit (Zizyphi Fructus, Zizyphus vulgaris), Dulcium (malt sugar derived from Oryza seed), Polygonati Rhizoma, and 四葉参 (シヨウジン) ("SHI-YO-U-JIN" as pronounced in Japanese).
7. The health food product according to any of claims 1 to 6 wherein the crude drug is one or more members selected from the group consisting of Crataegi Fructus, Massa Medicata Fermentat, Raphani Semen, Fructus Hordei Germinatus, 穀芽 (コクガ) ("KOKU-GA" as pronounced in Japanese; Fructus Oryzae Germinatus), Galli Stomachichum Corium, and Asa Foetida.

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